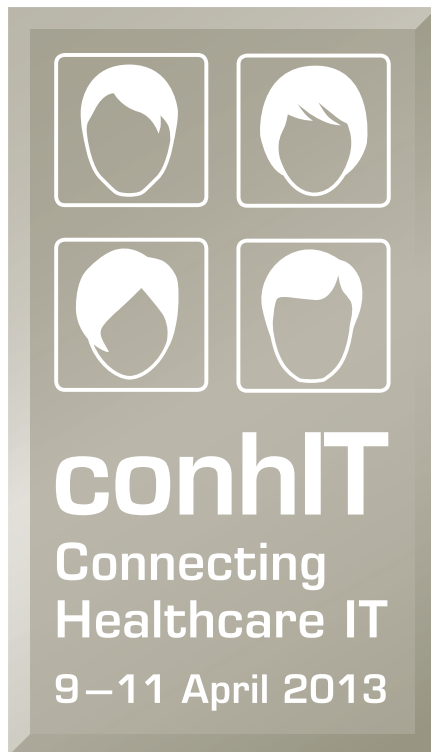


**An investment
with brilliant prospects**
The attractive
partner packages for conhIT



Be an official partner of conhIT 2013

Your made-to-measure brand presence
at Europe's leading meeting place for the
Healthcare IT sector

Throughout the entire value-added
chain conhIT 2013 shows how
modern IT improves the quality
of healthcare, as well as helping
institutions to remain competitive.
Being a partner of conhIT is an ideal
way to make and retain contacts
with your target groups.

An event that points the way forward

From 9 to 11 April 2013 all the leading players
in Healthcare IT will be meeting in Berlin at
Europe's largest and most important event for
this sector. With four coordinated sections,
the Industrial Fair, Congress, Academy and
Networking Events, conhIT actively supports
the dialogue between manufacturers, users,
policymakers and science.

A perfect partnership

As an official partner of conhIT you benefit
from a wide range of services and presentati-
on opportunities. Messe Berlin has put to-
gether three individual partnership packages
which will give an added impact to your
presence at conhIT:

- The exclusive Gold partner package
encompasses everything that leading
companies would expect from an effective
participation in conhIT, quite apart from
their presentation at the Industrial Fair
- The Silver partner package at the Industrial
Fair is the ideal solution for companies keen
to play a prominent role at conhIT 2013.
- The Bronze partner package offers
numerous attractive services as part of the
Industrial Fair, Congress, Academy and
Networking Events, as well as for marketing
and press.

Each of the various types of partnership
significantly boosts the impact of your own
themes and your message within the industry.
Simply choose the partnership package that is
best suited to helping your company meet its
objectives.

The Silver Partner Package:

First class services for leading companies.

You want to establish your company in an outstanding position within the industry? Aiming to clearly distinguish yourself from your competitors? Then our Silver partner package with a preferential location in the exhibition halls and an extensive range of marketing facilities and services should be your first choice for conhIT 2013.

Exclusivity provides added value

As a Silver partner at conhIT 2013 your presentation takes place in an exclusive group of no more than twelve companies. Your corporate logo will feature widely in the promotion for this event. Your prominent position will be emphasized in flyers, on posters in advertisements and in mailing campaigns as well as on the conhIT website. Throughout the event we shall also be highlighting your relevance to the industry by including your logo on the plans of the halls and on banners on the grounds.

Proactive support in the run-up to the event

As a Silver partner you are entitled to 1,000 one-day vouchers for the Industrial Fair and 150 one-day vouchers for Congress and Industrial Fair, for use by your customers and partners. You are featured prominently in the advertising material for conhIT. For example, references will be made to your events at conhIT in the flyers and on the website.

Effective presence at many levels

In addition to a generous stand area of 50 m² the use of an exclusive conference room is available to you and the other partners. With the Classic advertising box that also includes an additional mention in the catalogue, preferential placement and many other services as part of the overall package, your company's impact will not be confined to the stand.

Active inclusion in the Networking Events

The Networking events offer additional opportunities for presentations by Silver partners: You can be actively involved in planning our theme-based guided tours and hospital visits. And you can make yourself known to talented newcomers to the industry during the Career's Day.

2

SILVER

Overview of services and prices.

INDUSTRIAL FAIR

Available partner packages	12
Hall area	50 m ² (Additional bookings can be made)
Preferential placement	••
Advertising box	Classic
Catalogue entry	Package
AUMA fee	•
Conference room	•
Exhibitors' passes	25
Fair vouchers (each for 1 day)	1,000
Parking	2

MARKETING

Logo in printed media (flyers, posters, advertisements)	•
Insert in conhIT bag	through Innovation Report
Logo on banner at South Entrance	•
Logo on banners on networking areas	•
Logo on hall plans at entrances to halls	•
Logo on internet	Landing page
Logo in online newsletter	•
Event advertising: flyer and website	•
Sponsorship opportunities	•*

CONGRESS/ACADEMY

Congress day vouchers	150
Display of information about sessions	•
Logo on external walls of congress hall	•
Academy tickets	1

PRESS

Press pigeon-hole	1
Number of characters in Innovation Report	1,000

NETWORKING EVENTS

Themed guided tours, hospital excursion:	
Initial enquiry about Call for Participation	••
Participation in Career's Day get-together	•
Notice of job vacancies	10
Career Guide (characters)	2,000
Number of party tables	1

PRICES

bvityg members	30,000 €
Non-members	38,000 €

All prices subject to statutory sales tax

* Initial enquiry for Gold

The Gold Partner Package:

You won't find anything better.

Our best partnership package provides premium services in all four sections of conhIT 2013: Industrial Fair, Congress, Academy and Networking Events. Take advantage of this exclusive presentation of your company at Europe's largest and most important event for Healthcare IT.

Maximum presence in run-up to the event

As a Gold Partner you will benefit from our extensive promotional activities: your logo will feature exclusively on all printed media, in the internet, in advertisements carried by the relevant magazines and in all the various presentations. A generous quota of conhIT vouchers for the Congress and Industrial Fair will announce your presence to all relevant customers and partners. A carefully coordinated mix of communication and information will give your brand the highest possible profile.

Optimum presentation in all aspects of the event

Representative 100 m² of stand area and the Premium advertising box with exclusive catalogue package form part of the Gold Package, along with a first choice of stand placement, numerous Networking Events and the highest possible exposure in the entrance area. As a Gold Partner your logo will be displayed on hall plans and banners and in the congress too, and it will feature exclusively on the conhIT congress bag. The exclusive facilities will include attractive conference rooms and a VIP lounge with refreshments. And as a Gold Partner you play an active part in the Advisory Board, which is responsible for determining the subject matter of the conhIT Congress.

Early reservation essential

The seven exclusive Gold packages are reserved for members of the German Association of Healthcare IT Vendors (bvitg). Contact us as soon as possible for Gold partnership 2013.

1

GOLD

Overview of services and prices.

INDUSTRIAL FAIR

Available partner packages	7
Hall area	100 m ² (Additional bookings can be made)
Preferential placement	•••
Advertising box	Premium
Catalogue entry	Exclusive package
AUMA fee	•
Conference rooms	•••
VIP lounge	•
Exhibitors' passes	55
Fair vouchers (each for 1 day)	2,000
Parking	6

MARKETING

Logo in printed media (flyers, posters, advertisements)	•
Logo on conhIT block	•
Logo on conhIT bag	•
Insert in conhIT bag	•
Logo in congress hall	•
Logo on 8 flags at South Entrance on Jafféstrasse	•
Logo on banner at South Entrance	•
Logo on banners on networking areas	•
Logo on hall plans at entrances to halls	•
Logo on internet	Landing page
Logo in online newsletter	•
Event advertising: Flyer and website	•
conhIT film	•
Sponsorship opportunities	•••

CONGRESS/ACADEMY

Seat on conhIT Congress Advisory Board	1
Congress day vouchers	300
Display of information about sessions	•
Logo in congress hall (speaker's rostrum)	•
Logo on charts displayed during breaks at the congress	•
Logo on external walls of congress hall	•
Academy tickets	2

PRESS

Guided tour for press	•
Press conference	•
Press pigeon-hole	2
Number of characters in Innovation Report	1,500

NETWORKING EVENTS

Themed guided tours, hospital excursion:	
Initial enquiry about Call for Participation	•••
Guided tour for VIPs	•
Participation in Career's Day get-together	•
Notice of job vacancies	20
Career Guide (characters)	4,000
Number of party tables	3

PRICE

Exclusively for bvitg members	50,000 €
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All prices subject to statutory sales tax

The Bronze Partner Package:

Compact, competent and cost-conscious.

Do you want to gain an edge over your competitors with your presentation at conhIT 2013? And use our communication facilities to establish your brand more effectively? As an official Bronze Partner you can make use of a combination of interesting marketing measures and services at very reasonable rates.

Attract attention in the run-up to the event

The compact Bronze package is ideal for newcomers and established exhibitors who want to enhance the effectiveness of their appearance at the Industrial Fair. It offers a wide and varied selection of marketing possibilities. In advance of the conhIT 2013 your logo will appear on numerous printed products and can also be seen on the conhIT website. This enables you to reach your target group even before the event has begun.

Made-to-measure marketing

With a 20 m² stand area and preferential placement you will stand out from the crowd. The Bronze package also includes: a free entry in the Innovation Report as well as the inclusion of your logo in all online newsletters and in the catalogue credits. Ten exhibitors' passes, 400 one-day vouchers for the Industrial Fair and 20 one-day vouchers for Congress and Industrial Fair round off the package.

Networking with guaranteed contacts

Involvement in the Networking Events, the display of information about products and about job vacancies, and an imprint on the hall plans all help to make participation more effective, as well as opening up additional and attractive forms of participation.

3

BRONZE

Overview of services and prices.

INDUSTRIAL FAIR

Available partner packages	unlimited
Hall area	20 m ² (Additional bookings can be made)
Preferential placement	•
Exhibitors' passes	10
Industrial Fair day vouchers	400
Parking	1

MARKETING

Logo in printed media (flyers, posters)	•*
Insert in conhIT bag	through Innovation Report
Logo on hall plans at entrances to halls	•
Logo in online newsletters	Subpage

CONGRESS/ACADEMY

Congress day vouchers	20
Display of information about sessions	•

PRESS

Characters in Innovation Report	700
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NETWORKING EVENTS

Themed guided tours, hospital excursion:	
Initial enquiry about Call for Participation	•
Notice of job vacancies	5
Career Guide (characters)	2,000

PRICES

bvitg members	10,000 €
Non-members	14,000 €

All prices subject to statutory sales tax

* excluding advertisements

Venue

Berlin Exhibition Grounds, Halls 1.2 and 2.2
Entrance South (Jafféstrasse), S-Bahn station »Messe Süd«

Dates/Opening hours

9 – 11 April 2013
Congress and Academy: daily 9 a.m. – 1 p.m.
Industrial Fair: daily 11 a.m. – 6 p.m.

Contacts at Messe Berlin (Organization)**Industrial Fair**

Ursula Baumann (Senior Project Manager)
Vera Sagatz, Friederike Fitzel (Project Manager)
Messe Berlin GmbH, Messedamm 22, 14 055 Berlin, Germany
Tel. +49 (0)30/3038-2225, Fax +49 (0)30/3038-2226
conhit@messe-berlin.de

Contacts at bvitg (Promoter)**Congress, Academy, Networking Events**

Jennifer Adam (Project Manager)
bvitg e.V., Neustädtische Kirchstraße 6, 10117 Berlin, Germany
Tel. +49 (0)30/31 01 19-45
jennifer.adam@bvitg.de

Press

Alexandra Gersing
Tel. +49 (0)30/31 01 19-13
alexandra.gersing@bvitg.de

www.conhit.com

These were the partners at conhit 2012:Gold:

Agfa HealthCare GmbH
CompuGroup Medical Deutschland AG
ID GmbH & Co. KGaA
medatixx GmbH & Co. KG
MEIERHOFER AG
Siemens AG Healthcare Sector
Tieto Deutschland GmbH

Silber:

3M Health Information Systems
Cerner Deutschland GmbH
DMI GMBH & Co. KG
iSOFT Health GmbH, a CSC Company
RZV - Rechenzentrum Volmarstein GmbH
VISUS Technology Transfer GmbH

Bronze:

Bechtle Systemhaus Holding AG
d.velop AG
InterComponentWare AG
Kyocera Mita Deutschland GmbH
Marabu EDV-Beratung und -Service GmbH
MedialInterface Dresden GmbH
MEDNOVO Medical Software Solutions GmbH
Philips GmbH Unternehmensbereich Healthcare
Saatmann GmbH & Co. KG
SAP Deutschland AG & Co. KG

Sponsor**Organizer**